



WDAF-TV

ORDER

Print Date 10/25/12 Page 1 of 2

Flight Dates 10/08/12-11/04/12

Contract / Revision 576697 /

Original Date / Revision
10/25/12 10/25/12

Advertiser Montee/D/Mo/Lt. Governor

Agency Ruth Burke & Associates

Buying Contact Dawn Thibodeau

4050 Pennsylvania Ave.
Suite 103
Kansas City, MO 64111

Primary Account Executive
Local WDAF House

Account Executive	Order%	Start Date	End Date
Local WDAF House	100%		
Sean Kellerman	%		

Product
Missouri Lieutenant Governor

Agency Com 15%

Billing Contact

4050 Pennsylvania Ave.
Suite 103
Kansas City, MO 64111

Sales Office L-KC

Sales Region LOC

Agency Ref

Order Sep 00:30:00

Estimate # Montee for Missouri 2012

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Fb

Priority 2

Advertiser Ref

Order Share 25% Market Value 127500

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	38250
KCWE	%	0
KMBC	30%	38250
KMCI	%	0
KPXE	%	0
KSHB	15%	19125
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$22,185.00	\$26,100.00	155.50	10/01/12	10/28/12	35	\$22,185.00	\$26,100.00
November 2012	8	\$4,908.75	\$5,775.00	35.20	10/29/12	11/02/12	8	\$4,908.75	\$5,775.00
Totals	43	\$27,093.75	\$31,875.00	190.70					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/08/12	10/10/12	M-F 6-7a M-W 6-7a	CM-All	M-W 6-7a	111----	:30	3	\$600.00	2	3.80	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	111----					3	\$600.00		3.80			
2	4	10/17/12	10/19/12	M-F 6-7a W-F 6-7a	CM-All	W-F 6-7a	--111--	:30	3	\$600.00	2	3.80	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--111--					3	\$600.00		3.80			
3	4	10/23/12	10/25/12	M-F 6-7a Tue, Thur 6-7a	CM-All	Tue, Thur 6-7a	-1-1---	:30	2	\$600.00	2	3.80	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-1---					2	\$600.00		3.80			



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Contract / Revision 576697 Flight Dates 10/08/12-11/04/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:30:00

Advertiser Montee/D/Mo/Lt. Governor Product Missouri Lieutenant Govern Estimate # Montee for Missouri 2012

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 4	4	10/29/12	11/02/12	M-F 6-7a Mon, Fri 6-7a	CM-All	Mon, Fri 6-7a	1---1--	:30	2	\$600.00	2	3.80	NM	2	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	1---1--			2			\$600.00		3.80				
6	4	10/08/12	10/18/12	M-F 7-9a M-Thur 7-9a	CM-All	M-Thur 7-9a	1111---	:30	4	\$525.00	2	4.70	NM	8	\$4,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	1111---			4			\$525.00		4.70				
Week:		10/15/12	10/21/12	1111---			4			\$525.00		4.70				
E 7	4	10/23/12	11/01/12	M-F 7-9a Tue-F 7-9a	CM-All	Tue-F 7-9a	-1111--	:30	4	\$525.00	2	4.70	NM	7	\$3,675.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-1111--			4			\$525.00		4.70				
Week:		10/29/12	11/04/12	-111---			3			\$525.00		4.70				
9	4	10/08/12	11/02/12	M-F 5-6p M-F 5-6p	CM-All	M-F 5-6p	MTWTF--	:30	1	\$600.00	2	4.50	NM	4	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			1			\$600.00		4.50				
Week:		10/15/12	10/21/12	MT--TF--			1			\$600.00		4.50				
Week:		10/22/12	10/28/12	MTWTF--			1			\$600.00		4.50				
Week:		10/29/12	11/04/12	MTWTF--			1			\$600.00		4.50				
E 11	4	10/08/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	M-F 10-1030p	MTWTF--	:30	3	\$1,200.00	2	4.50	NM	11	\$13,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTW----			3			\$1,200.00		4.50				
Week:		10/15/12	10/21/12	-TW-F--			3			\$1,200.00		4.50				
Week:		10/22/12	10/28/12	MT--F--			3			\$1,200.00		4.50				
Week:		10/29/12	11/04/12	-T--F--			2			\$1,200.00		4.50				
E 14	4	10/13/12	10/27/12	Sa 10-1030p Sa 10-1030p	CM-All	Sa 10-1030p	-----1-	:30	1	\$800.00	2	4.90	NM	3	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1-			1			\$800.00		4.90				
Week:		10/15/12	10/21/12	-----1-			1			\$800.00		4.90				
Week:		10/22/12	10/28/12	-----1-			1			\$800.00		4.90				
														Totals	43	\$31,875.00